

TALENT ZONE
RECRUITING



NAVIGATING TODAY'S EMPLOYMENT MARKET

RECRUITING & RETAINING TOP TALENT

MARK FISHER

President, TZ Recruiting



BUILDING TEAMS TOGETHER

Our business is knowing your business.

IDENTIFY. ENGAGE. DELIVER.

TZ Recruiting the trusted source when companies are looking to recruit “Next Level” talent for their organization.



MARK FISHER

PRESIDENT, TZ RECRUITING



25 Years of Recruiting Experience



Recruiting for **Home Improvement, Building Products,** and **Hardware** Channels



Partners with **SMBs** to **Fortune 500** Companies



Takes a **1Up approach** to talent acquisition and employment strategies



KEY INDICATORS

The Employment Economy in 2023

Economic Impact

Social Impact

Financial Impact

[+] IN THE NEWS

CBS News

The white-collar job market is hitting a wall. What does it mean for the economy?

Fearing an imminent recession, corporate employers are pulling back on hiring in a range of professional fields.

4 weeks ago



Wall Street Journal

America's Biggest Source of Jobs Is Cooling Off

Entrepreneurs are being more cautious with hiring in response to shifts in economy and to rising wages.

1 week ago



Bloomberg.com

US Housing Starts Decline, Dragged Down by Multifamily Units

US housing starts fell in March as a pullback in multifamily projects more than offset a pickup in construction of single-family homes.

1 month ago



The Guardian

US banks are failing, and the authorities seem unlikely to intervene

Regional lenders such as PacWest and Western Alliance are not seen as systemically important and more consolidation is ahead.

3 weeks ago



Business Insider

Layoffs sweeping the US: LinkedIn, Shopify, Morgan Stanley Amazon

The wave of layoffs hitting tech companies and beyond shows no signs of slowing down. LinkedIn is cutting 716 jobs.

2 weeks ago



U.S. Chamber of Commerce

Understanding America's Labor Shortage

Workforce participation remains below pre-pandemic levels. We have 1.97 million fewer Americans working today compared to February of 2020.

1 week ago



CBS News

Hiring slowed in March as U.S. job market shows signs of cooling

Employers across the U.S. continued to hire at a steady pace last month, but the labor market showed signs of cooling in the face of the...

1 month ago



CNN

US new home construction fell in January for the fifth straight month

US home building fell again in January, marking five straight months of declines, even as mortgage rates moderated and inflation cooled.

Feb 16, 2023



ECONOMIC IMPACT

TAKE A CLOSER LOOK

Headlines target clicks and attention.
Data gives a clearer picture.



Unemployment is down

Unemployment reached historic lows in April of 2023, down to 3.4%



Stable WCI

Workforce Confidence Index is at +40, the same level from January 2022



Hiring vs. Recruiting

A decrease in hiring activity by others doesn't mean an increase in talent acquisition opportunity for you

UNDERSTANDING MARKET CONDITIONS

SOCIAL IMPACT

Flexibility

Where & How We Work:

In-Person

Hybrid

Remote

DE&I

How We Hire & Promote:

Diversity

Equity

Inclusion

Quality of Life

Finding Balance:

Across Tasks

At work

At Home

Top Priorities

- Compensation
- Work/Life Balance
- Flexibility
- Advancement
- Skill Development

MONEY MATTERS

FINANCIAL IMPACT

Many candidates rank compensation as their **#1 priority** when considering a job offer in 2023.



WHAT'S YOUR PEOPLE STRATEGY?

WINNING THE WAR FOR TALENT

How you recruit matters - and recruitment starts earlier than you think.



LAYING THE FOUNDATION

YOU ARE ALWAYS RECRUITING.



PRODUCTS & SERVICES

For many candidates, their first experience with your brand happens before the interview.



EMPLOYMENT BRAND

What do your employees (past and current) and other candidates say about you?



JOB DESCRIPTIONS

How you talk about roles and opportunities and sell open positions to candidates **starts** with the job description.



INTERVIEW PREPARATIONS

How you prepare for an interview matters just as much for the company as it does for the candidate.

[+] THE INTERVIEW



INTERVIEW BEST PRACTICES

PRIORITIZE TRANSPARENCY



Be honest about all aspects of the role you're hiring for, good & bad.

INTERNAL FEEDBACK



Collect written, individual internal feedback

TIMELINESS & COMMUNICATION



Prompt and timely communication goes a long way.

CANDIDATE EXPERIENCE



Enhance the candidate experience to reduce "friction" in the process.



KNOW YOUR CANDIDATE

AND INTERVIEW ACCORDINGLY

WHICH ONE WINS?

[+] THE TOP CANDIDATE

- Positive first impression
- Great appearance
- Articulate
- Prepared
- On-time
- Assertive
- Confident / Poised
- Strong handshake
- Great eye contact

[+] THE TOP PERFORMER

- Competent
- Highly Motivated
- Takes initiative
- Accountable
- Strong interpersonal skills
- Balanced ego
- Flexible/adaptable
- Identifies and solves problems
- Effectively motivates others
- Implements change to grow



RETAINING TOP TALENT

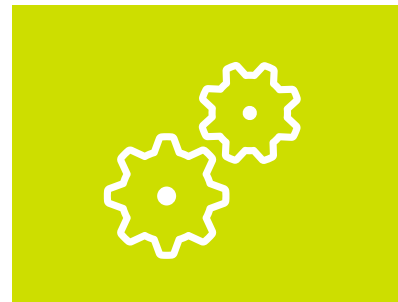
It starts with who you hire

How does this role compare to their current role?



Promote internal mobility

Companies with high internal mobility retain employees 60% longer.



Opportunities to upskill

What professional development opportunities do you offer?



Can they make an impact?

Top performers want to feel their work can make an impact.

TIPS FOR NAVIGATING
A DYNAMIC MARKET

RECRUITMENT

Define a "People Strategy"

Know the Market

Invest in Brand

Recruit 1-Up

RETENTION

Invest in Key Players

Identify Mobility Path

Offer Upskilling

Make Work Meaningful



LET'S TALK TALENT...

DISCUSSION & IDEA SHARING

- What's working in your people strategy?
- What changes are you considering?
- What can we learn from each other?

LET'S BUILD SUCCESS
Together



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TALENT ZONE
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Recruiting Resources